

FEB 24 2004

HAEBERLI
Application No.: 09/684,595
Page 1

OFFICIAL

PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

HAEBERLI

Application No.: 09/684,595

Filed: November 5, 2000

For: Previewing a Framed Image Print

Examiner: Yang, Ryan R.

Art Unit: 2672

RESPONSE TO OFFICE ACTION

Assistant Commissioner for Patents
Washington, D.C. 20231

Sirs:

The Office Action mailed December 18, 2002 rejected claims 1-21 as anticipated by Oberg (USPN 5,870,771). Applicants respectfully traverse the rejections and respectfully submit that all claims are in condition for allowance.

The §102 Rejection

Claims 1-21 were rejected as anticipated by Oberg, which relates to a computerized system having means for displaying a digital image of an object such as an object of artwork supplied by the user, analyzing the color composition of the image, searching a database for coordinating frame and matting material products, developing composite images of the user's input with the matching selections, and presenting the digital images to the user so the items may be previewed before placing an order. The system interfaces with a mobile digital camera system for taking digital pictures of input supplied by the customer. The image may be cropped or otherwise altered and combined with the selected frame moulding and matting material combinations. The user may experiment with various features such as color, shape, size, width, number of openings, and other characteristics of frames and matting material until the desired combination is achieved.

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In rejecting claim 1 as anticipated by Oberg, the Office Action noted that: